

BLOOMINGTON ARTS COMMISSION (BAC)

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December 12, 2012 meeting, McCloskey Conference Room

ATTENDING: Jan Grant, Peter Jacobi, Sally Gaskill, Patricia Pizzo, Paul Sturm, Alain Barker, Martina Celerin, Jean Kautt, Craig Widen, Mary Norman

ABSENT: Lynn Schwartzberg

EX OFFICIO: Miah Michaelsen (City staff liaison), Andrea Chwee (City intern), Jillian (new City intern), Susan Sandberg (City council)

Jan Grant called the meeting to order at 5:04pm.

PUBLIC COMMENT

none

APPROVAL OF MINUTES from Nov 14, 2012

Jan expressed thanks for the email reports. Motion by Paul to approve minutes; second by Craig; motion carried unanimously without amendments.

TREASURER'S REPORT – report by Craig

Municipal Arts Fund (account 402) balance = \$9,838 (with nothing outstanding)

Arts Commission Operating Fund (account 403) balance = \$10,300

STAFF REPORTS – reports by Miah

No changes to the emailed report. Additions include:

Contract extensions into 2013 have been signed for the public art works for the Market Garage and the 4th Street Gateway.

Bud and Cappi Phillips looked at the mosaic piece that was donated by the family of Rosemary P Miller, and will report on the repair costs.

The deadline for proposals for the Rogers Street firehouse has been extended to January 30. The city had received only one proposal and expects to have two additional ones to look at.

The Boys and Girls Club BAC-funded art project is displayed in the atrium.

The BAC newsletter went out to the mailing list of 150 previous BAC grant recipients and applicants. It was also mentioned in the BEAD newsletter.

OLD BUSINESS – reports by Miah

Bloomington Transit Hub Public Art Project

The BAC is partnering with Bloomington Transit (BT) for the creation of public art components at the new transit hub. BT must spend the unencumbered monies or lose them. We are working to create an agreement between the BAC and BT which will read something like "BAC agrees to administer the public art component of the project with consultations from BT. The project is not to exceed \$300,000." The project will include some form of sculpture, surface modification and/or architectural work. Basically we don't know exactly how much it will cost but we have a maximum of \$300,000 to work with but it might be much less. Paul moved that we accept the proposal as presented at the meeting; Craig seconded; the motion was carried unanimously.

Grant Proposal Guidelines

A few changes were suggested to the Guideline for the spring 2013 BAC applications. Martina mentioned Lynn's concern about raising the amount of money that each organization could apply for. Jan asked, "What do we think about this question; could be more impactful?" Susan Sandberg pointed out that block grants are given out for \$24,000 and only the top four applicants get funded. There was much discussion

and Jean pointed out that she agrees that capping the amount is good and not the number of recipients. By doing the latter, applicants might hesitate to apply. Miah suggested that we look carefully at who we are funding. Paul was in favor of a change if it gives us more latitude i.e. if it gives us more flexibility. There was more discussion about how to give the monies: should we give more per group? or give the full \$10,000 per term? or consider cutoff scores where consistently no one is funded below a certain amount? Paul suggested that maybe we increase the maximum to \$1200. Miah appointed out that more applicants would alleviate this problem. Craig worries that we would be buying up good ideas but not those that are not writing good grants. Jean suggested that we look at the last three cycles; she noted that about half of the applicants asked for the full \$1000. Peter noted that quality is important; it's better to give to more than to fewer. Jan mentioned that we need to make sure that we are being equitable. Alain likes the idea of \$1200 max and suggests that we see how it goes for a while. A motion was made by Paul to grant awards at the \$1200 at maximum, per grant, per cycle; Martina seconded; motion was carried unanimously.

A second change to the application was suggested regarding strengthening applicants encouragement to attend the grant discussions. The wordage will include a stronger statement that applicants are encouraged to attend. A motion to make the changes was made by Alain and seconded by Peter; the accepted changes will be sent out to the committee.

South Walnut Street Gateway

The call for entries deadline needs to be changed to March 22, 2013. No other major changes.

NEW BUSINESS –

Proposed Communication Plan

The 2013 proposed communication plan was sent out as an attachment in an email. The hope is that the e-newsletter and other new social media-based communications will result in more grant applicants and more visibility for the BAC. Sally suggested sending the e-newsletter to all of the BEAD subscribers. Jean and Martina expressed fear that it might be construed as spamming. Alain pointed out that it is still the city of Bloomington and the BAC is part of the city of Bloomington family as is Bead. Craig pointed out that we have the ability to build a very targeted newsletter and that we should check the list to be sure that it is going out to appropriate people. Alain asked if it's going out to the department heads. Andrea said yes. Further, Alain said that we should identify individuals that might be interested such as the CVB, and that we should include a direct invitation to the BEAD subscribers. Paul suggested that the BAC should be the featured artists of the month for the BEAD "click here" location. Jan suggested that that might work well before the March meeting/grant writing workshop. Andrea said she would check with Miah. Sally mentioned that she did reach out to MCCSC and spoke with Judy Demuth who directed her to the high school representatives. They mentioned that it is hard to get to the actual teachers and that she will communicate more with Miah. Jan also pointed out that we should talk about the BAC at any public event; we should take the opportunity to say who we are and what we do. Alain pointed out that we have to be careful that we are building our audience, but even more importantly, we are building an audience that is supporting art events. Our key goal is to have arts events reached by a large number of people. This led to a conversation about an annual arts report. Craig pointed out that a lot of our people are visual and have a low tolerance for a lot of verbiage. We need to focus any report on graphics-based information. Andrea pointed out that in addition we should consider having a presence on Facebook and Twitter. By being present on those two social media networks we will have a way to do a reciprocal promotion of events. Asked, what other social media stuff do other city offices do? Andrea said that other commissions have Facebook pages. Jean pointed out that many have calendars and everyone is on them. Martina mentioned that we need to make sure the calendars are updated with BAC information especially workshops. Paul pointed out that we've have to be relevant and that we should repost useful information. There was some discussion about the HootSuite site. As well there was discussion of having pamphlets that could be handed out at events. Alain suggested that we have QR codes on a business card. The committee loves that idea. What are the next steps how do we implement these. Maybe a YouTube video of the annual annual report? Sally pointed out that we need to do press releases more often. Andrea mentioned that we do a press release whenever

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something happens, for example the South Walnut Streetscape. Peter suggested that the H-T should do a Sunday piece on the BAC he would talk to Bill Strother that something should go in on the sixth. Alain asked if we can move forward on the Facebook project. Jan is excited about the whole communications piece. She sees as having a big green light and going forward. Meeting was adjourned by Jan at 6:28 PM

Respectfully submitted by Martina Celerin